

JUNE

2021

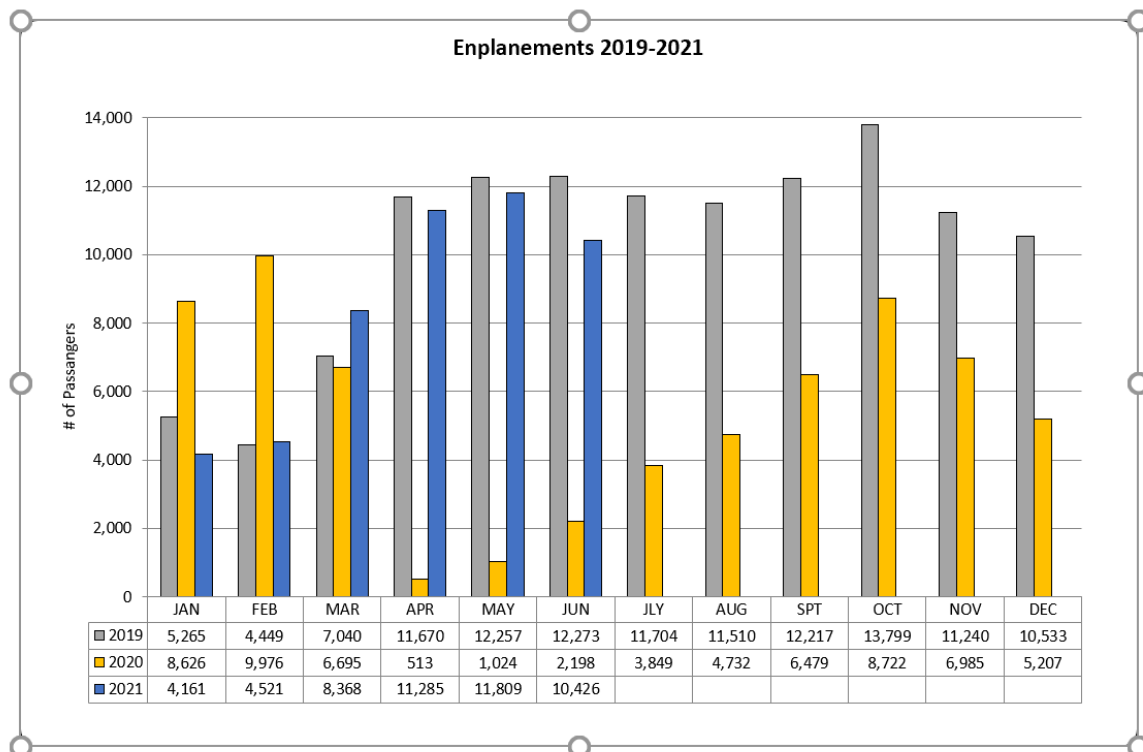


AIRPORT STATS:

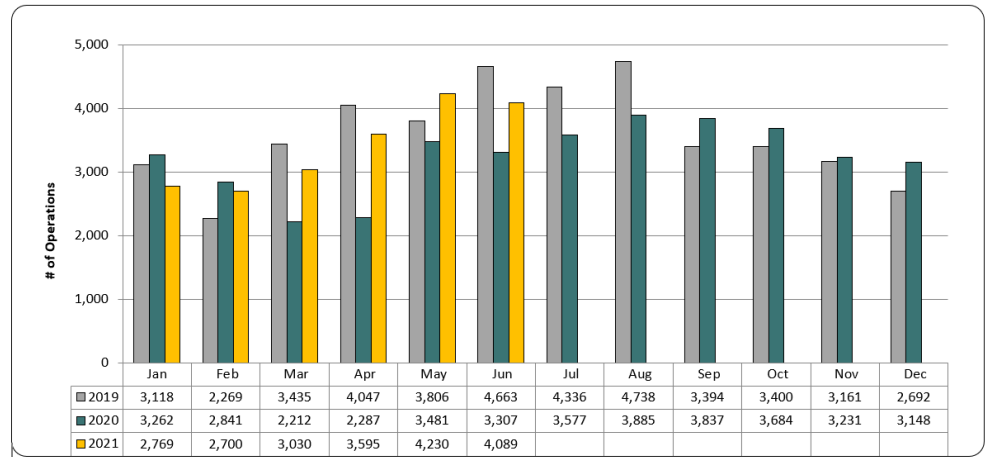
- Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

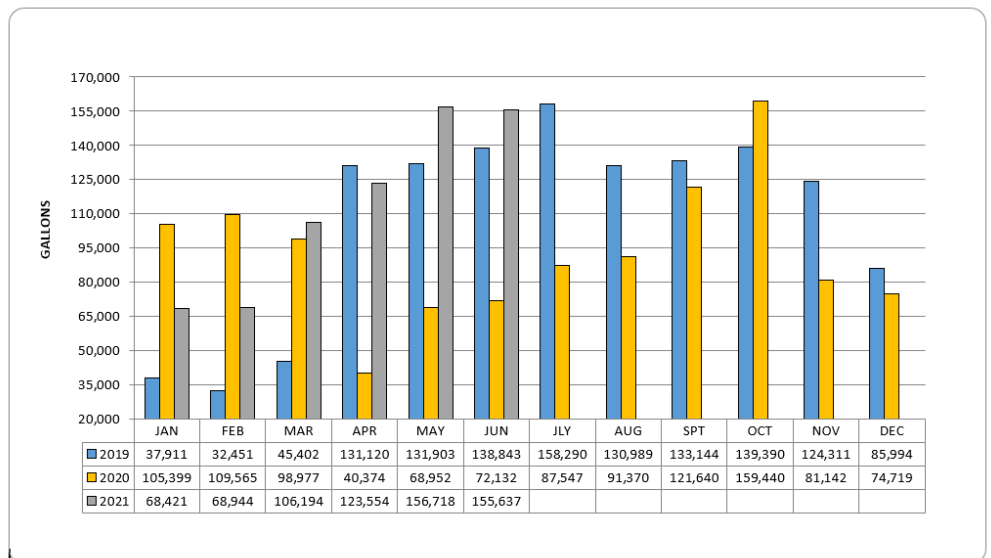
- 10,426 total enplanements for June, still rebounding quickly
- 11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – AWESOME!



OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month.



FUEL SALES is an economic indicator for business traffic and air carrier traffic, which tend to be an indicator for which direction the economy is going.



Both **Enplanements** and **Operations** are tracked by the Federal Aviation Administration (FAA). The amount of each is used to categorize an airport's Grant Entitlements. When we reached 100,000+ enplanements in 2019, our entitlements increased from \$1 million to \$1.1 million annually. For noncommercial airports, such as Phoenix Deer Valley Airport (which runs at just over 400,000 annual operations), operations are the sole factor in how much their annual entitlement will be.

CARES ACT FUNDING: Staff continued to meet with our Job Order Contractors to go over the projects list, badging requirements, and to discuss contractor availability to start working on CARES funding projects. These include maintenance on the aircraft storage hangars, terminal upgrades, and pavement improvements.

SECOND PARKING LOT PROGRESS: The contractor started placing forms and aggregate base course in anticipation of pouring the concrete curbs and is coring for the construction of the light pole bases. Staff and Park Flag continue to discuss the paid parking program.



TOWER SAFETY: Airport staff attended the annual Flagstaff Tower Runway Safety Action Team meeting. This meeting is to encourage responsible and safe operations on the runways, taxiways and other aircraft movement areas. Though some airports have areas that are always of concern of possible aircraft incidents, Flagstaff has worked through the years to prevent these critical areas from becoming hotspots.

FAA INSPECTION: The FAA held their Annual Airport Certification inspection this month. There were some minor areas of improvement pointed out, such as removing rubber from the runway, and repainting markings in some areas. The inspector's findings were that the airport is being run well and had areas, such as our paperwork, that he wanted to share with other airports as examples of how to properly maintain critical records. Nice work team!



PARKFLAG:

Program Updates:

- **PARKING MANAGER:** Gail Brockman was hired as the Parking Manager for Park Flag. Gail have been with the City of Flagstaff from the onset of the parking program. She has held many positions, Parking Aide, Parking Leadworker, and Interim Parking Manager. ***Thank you Gail for your continued service to our parking program!***
- ParkFlag revenue numbers remained steady at approximately 70% of our last operating year (2019.)
- Parking occupancy counts remained around 70%, 90%+ in the core with fewer parkers in the outer areas of pay to park district.
- ParkFlag continued to meet weekly with Passport Labs Inc. and had back office software training sessions with the City Hall Customer Service Department, the Finance Department and enforcement handheld and software training with Parking Aides. Staff will continue to test permit purchases, citation issuance and payments over the next week. Our projected go live date is July 14, 2021.
- Staff met with Public Works to discuss how ParkFlag and Streets can work together to make downtown parking safer, more visible, and assessable to the public. We look forward to our continued work with them in the future.
- Now Hiring! ParkFlag posted job openings for both a Parking Aide (externally) and a Lead Parking Aide (internally.) We are excited to meet prospective candidates.



Community Updates:

- ParkFlag attended a Neighborhood Coalition meeting. Attendees included Southside, La Plaza Vieja, and Sunny Side Neighborhood Associations and Team Flagstaff members from multiple City Divisions. The discussion focused on grant money available to target neighborhoods for improvement projects. Staff was there to address all parking related questions and concerns.
- Staff met with NAIPTA, the Downtown Business Alliance and Council Member Shimoni to discuss Eco Passes available to downtown employees. Currently, ParkFlag offers Eco Passes (at no cost) in lieu of Employee

Parking permits to employees. Beginning July 1st, we will offer all employees, with or without an Employee Permit, the free option. Hopefully this will encourage many downtown employees to ride public transit more often.

- Parking Aides continued to be ambassadors for the City of Flagstaff, disinfecting kiosks daily, answering questions from the public, and educating parkers on proper parking habits.



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECTS

Courthouse Art Piece: Local artist Marie Jones' piece *Among Trees* now graces the new Courthouse building on Cherry Avenue. It includes a poem, *I Go Among Trees* by Wendell Berry. The metal piece is waterjet cut Corten and powder coated steel. The Corten will continue to deepen as it weathers. Below is a picture from the ribbon cutting ceremony in June with Mayor Deasy, some Councilmembers, City staff and attendees from the community. The piece is even better experienced in person, please check it out!



Flower Project in the Historic Core, Year 2: The program is now substantially planted, including a continuation of the pollinator garden in Heritage Square. The program has increased to 30 hanging baskets, wine barrel plantings to support the gazebos in Heritage Square, an expansion to the Southside with hanging baskets and wine barrel plantings, and four new large planter boxes (see image on next page). Signage on the planter boxes was created in conjunction with Discover Flagstaff and the Downtown Business Alliance.



PROJECT UPDATES

- **Bus Art on Climate Change and Hope:** A selection panel of community members chose 5 artists/graphic designers, including local high school students, from a pool of 17 submissions! Their artwork will be displayed on the back-ad

space on Mountain Line buses later this summer and is anticipated to be up for about a year. Stay tuned for announcements on the winning artists, including at an August Council meeting!

- **Library Entry:** The Design Team meeting met with Risk Management to assess design for safety and received his support subject to review of an actual mockup (which will be ready in July). Staff updated upper management on safety. The design team made decision on bike rack locations to submit for IDS review follow-up. The artist presented direction for cut patterns of book sculptures to a focus group for feedback, and staff presented updates to BPAC at the June 14 meeting. 30% plans for the project received approval to move to construction documents.
- **Traffic Signal Cabinets Art Wraps Year 2:** The [Call for Artists](#) was released! Staff held a pre-application meeting with three potential artists. Staff also began creating selection panels for the four locations, with sensitivity to the biking community for the Butler Ave and Beaver Street location.
- **Downtown Connection Center:** The design Team continued to refine priorities in the Art Master Plan for the project and the artists presented a draft to the design team and to the Southside Stakeholders group.
- **Airport Parking Lot:** Artist sent in a revised preliminary concept which was reviewed by staff and approved by BPAC at their June 14th meeting. Staff conveyed Dark Skies inclusion in the footnotes feature to artist and it's a definite possibility. Staff also reviewed the Indigenous imagery with the City's Coordinator for Indigenous Initiatives. Additionally, a focus group also responded positively to how the artist incorporated their comments and added their approval.
- **Phone Booth Tiny Library:** Public comment closed, with high support for this project from the community. The contract with the applicant was finalized and submitted for payment. Staff anticipates the tiny library to be complete in 6-12 months, and it will be placed at the Visitor Center, as per direction from the community via the Community Forum.
- **Alley Activation Outreach:** Staff and the Downtown Business Alliance Director visited downtown businesses near/adjacent to our priority alley for public art to inform them of the effort and answer questions about the project. Information on Beautification in Action Grants were also provided.

ANNOUNCEMENTS, PROGRAMS AND OUTREACH

- **Thank you to Erin and new VISTA Member Hired for 2021-2022:** A special thanks to Erin Kaczmarowski for her year of service – she did much for the City including the Climate Change and bus artwork project, work on placemaking planning for the Historic Southside Community Garden (formerly O'Leary Street Garden), revamping the Beautification in Action grants, new bike and walking art tours now on the Discover Flagstaff website, updating our Call to Artist List, and more! She begins a new job with the Flagstaff Springs Stewardship Institute upon completion of her service to the City. A new VISTA begins in August for a year of service with our programs.
- **Public Art Map Interim Update:** Staff completed interim public art map updates focused on removing pieces that no longer exist, including ground-truthing. A more comprehensive update is anticipated for 2021 to include newer pieces such as the Courthouse artwork and the Joel Montalvo Park mosaic.
- **Information on Beautification, Arts and Sciences Grant Opportunities:** Staff created a one-page document shared at the Murdoch Center community meeting with neighborhood associations from across the city on our various grant opportunities from Beautification in Action Grants to Heritage Preservation.
- **Annual Community Nonprofit Grant Decisions:** Staff, as part of Flagstaff Art Council's grantmaking committee, determined the final grant amounts for all applicants. An award event will be held with Mayor and Council in August.

HIGHLIGHTED EVENTS FROM NONPROFITS SUPPORTED BY CITY BBB FUNDS

- **Viola Awards:** Staff attended this [annual celebration](#) by the Flagstaff Arts Council to celebrate Flagstaff's arts, culture, and science sectors. It was in person at the Pepsi Amphitheater at Fort Tuthill and was a lovely event.
- **First Friday Art Walk (now called [Flagstaff Art Walk](#)) returned on June 4!** The community and visitors headed downtown to enjoy an array of galleries and local



businesses from 6-9 p.m. Some examples of locations include Wee Scotty (see image from them at right), Arizona Handmade, and more.

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

Attraction Efforts:

UACJ Whitehall Industries: Received City approval for all the necessary building permits for their tenant improvements at the former Walgreens Distribution Center. They have also received and installed their first of three fabrication lasers from Germany, which is a major component in their manufacturing process (see below). Whitehall has secured supplementary contracts with their clients and the need for additional space is occurring faster than expected. Staff is working to help them secure additional square footage in town to help meet this growing demand. Construction is proceeding on schedule and a ribbon cutting ceremony will hopefully be arranged at the end of July for the official grand opening of their facility. We will be sure to send out an invitation to you all so we can celebrate their official opening together.



Katalyst Space Technologies: Officially moved into their new home on Innovation Mesa at the Business Accelerator (NACET). Katalyst has also fully moved their growing team to Flagstaff and is currently looking to hire several new employees and interns to support their growing aerospace business. Katalyst recently stated that they may need even more space at the Accelerator than previously expected to help them stay on this impressive trajectory. Staff will be working to organize a meet and greet in Katalyst's new space. If any of you are interested in attending, please let us know so you can have the opportunity to meet this impressive aerospace team.

Incentives:

- The Sustainable Automotive Tax Rebate was designed to assist our local dealers and boost sustainable action in our community. This incentive has encouraged several local dealers to enhance their stock of electric vehicles and there are currently over 15 new reservations for fully electric vehicles that will be purchased in the coming months. To date there have been 10 successful applications.
- Revised versions of the Job Creation Incentive, the Development Reinvestment Incentive, and the Sustainable Automotive Sales Tax Rebate were all unanimously approved by Council in May of this year. Staff is working diligently to produce marketing materials for these updated incentives and will share them with you all so you can help spread the word about these fabulous opportunities.

Airport 31.45 Acre Parcel:

- The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating this parcel's development. A reimbursement agreement was recently approved by Council, which is the first of three agreements in this process. The next

phase in this process will be to bring a ground lease to Council for approval, which is currently scheduled for the August 24th meeting. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport.

Other Attraction Highlights:

- The former Albertsons building is currently undergoing tenant improvements to house two new businesses. Those leasing discussions are currently underway, and we will know who the new occupants are soon.
- A new attraction is nearing completion at the Flagstaff Mall. Bowlski is a new bowling alley that plans to have live music, arcade games, and more!
- Staff is working with a development group that hopes to bring a major microchip manufacturing plant to the region. This project is in its infancy, however, the economic development from this project has the potential to be immense.
- A new dining experience, Atria, will be opening in downtown Flagstaff in August. Nationally acclaimed Chef Rochelle Daniel is extremely excited to bring her perspective on food to our City.

BUSINESS RETENTION & EXPANSION:

PRESS

- Staff has been working with Arizona Daily Sun and Flagstaff Business News to run an advertisement about the Business Retention and Expansion Incentive in July and August.
- BR&E and Business Attraction Managers submitted a quality of life/business article that will be published in an upcoming Rankings Edition of Business Facilities Magazine.



PROJECT UPDATES

ELEVATE PRE-K: The Elevate Pre-K team reported out to Flagstaff City Council and community.

- LAUNCH Flagstaff and the Association for Supportive Childcare, in partnership with the Wharton Foundation and the City of Flagstaff, reported recent efforts to support the parents in finding suitable childcare for their families. Childcare capacities diminished during the response to COVID making it difficult for many to get back to work.
- The team outlined ways to deliver high quality childcare by potentially accessing American Rescue Plan funds. The presentation was received well by the council and the organization.

ARIZONA PRE-K ALIGNMENT: The National League of Cities Arizona cohort held a regularly scheduled monthly meeting to discuss latest efforts.

- Economic and workforce professionals from municipalities around the state of Arizona discussed their recent Mayoral roundtables designed to engage and align early childhood efforts statewide
- Communities are beginning to access CARES Act funding and making substantial investments in early childhood services and capabilities

CREATING HELPFUL INCENTIVES TO PRODUCE SEMICONDUCTORS FOR AMERICA ACT or THE CHIPS FOR AMERICA ACT: The national semiconductor industry growth is coming to Arizona and may be coming to Flagstaff.

- Economic Development staff have had numerous communications with a development team representative who is working through a long process to bring microelectronics manufacturing to the region.
- The process which started with the Department of Defense is now waiting upon various federal actions to release leases for approximately 19 facilities in northern Arizona which would employ approximately 100 people at each facility with wages averaging six figures.
- If the representative from the development team can position and time his efforts just right, northern Arizona will benefit immensely.

PROGRAM UPDATES

BUSINESS RETENTION AND EXPANSION INCENTIVE (BR&E-I): The BR&E-I is gearing up to receive applications again!

- Flagstaff businesses looking to expand are invited to compete for up to \$30,000 to bridge their financial needs to grow.
- Details will be advertised over the next two months on the ChooseFlagstaff.com website and others channels as well.
- Staff is prepared to receive applications between July 1 and August 31.
- Start thinking about how you may grow your business in Flagstaff today!

ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB): The Board is bringing virtual reality (VR) career exploration and industry training to Coconino County!

- TRANSFR-VR is the virtual reality company that will deliver the VR headsets and trainings to the region.
- TRANSFR-VR visited Flagstaff to meet with members of the Executive Board for the WDB and with the project manager who will connect local businesses to the headsets and related opportunities.
- This type of training resource will connect all populations within the county to career exploration and training opportunities.



LIBRARY MONTHLY STATS: From April & May 2021...

	April	May	Difference
Unique Borrowers	1,651	1,426	-13.6%
Curbside Checkouts	15,838	13,792	-12.9%
Phone-in Reference	1,238	1,396	+12.7%
Note: these numbers are a month behind due to reporting timeframes			

DEPUTY DIRECTOR OF PUBLIC SERVICES: Richard Tutwiler accepted the full-time position as Deputy Director of Public Services for the Flagstaff City – Coconino County Public Library. Richard has been working in public libraries for the past seven years with the last two years as our Reference Supervisor at the main library location. Richard has also served as the Interim Deputy Director of Public Services for the last eight months. ***Thank you Richard for your ongoing dedication to our library services!***



DOWNTOWN LIBRARY VISITATION: Over 5,000 patrons visited the Downtown Library during the month of June. Average daily attendance increased each week from 149 people per day in week 1 to 165 in week 2, 243 in week 3, 264 in week 4, and 344 in week 5.

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) ANIME CLUB FUN: One of the Anime Club participants has been so enthusiastic that he and his family made a scrap book of all the coloring sheets and anime recommendations. He also convinced his parents to change their vacation plans so that he could attend Tosho-Con in July!

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) WEEDING: We have been working hard weeding our collection to make space for new materials. We have very limited shelf space, so this is very much needed! We are working with Baker & Taylor to sell our weeded materials and get funds back for our collections line. There are some materials they will not accept, and so our dedicated staff have reached out to many local organizations to see if they'd like to have any of our weeded materials. The volunteer Librarian at Brookdale Assisted Living, after receiving boxes of donated materials from EFCL, said *"As the volunteer librarian here at Brookdale Assisted Living, I am writing to say 'thank you' for your recent donation of a box of large print books. We have been working since January to revamp & update the content of our library. The library had never been updated since its inception. One of our caregivers stated: 'There are even books that I like to read!'".* We are very happy that materials that are no longer circulating in our collection have found better homes.

SUMMER READING CHALLENGE: 649 KIDS SIGNED UP FOR SRC – TALES AND TAILS, THIS IS MORE THAN LAST YEAR BUT STILL SIGNIFICANTLY LESS THAN A NORMAL YEAR. HOWEVER, THE PARTICIPATION IN PROGRAMS HAS BEEN FANTASTIC. STAFF HAS BEEN WORKING REALLY HARD AND IT'S SO SATISFYING TO HAVE A BIG TURNOUT. THE DRIVE THROUGH KICK OFF INCLUDED GAMES, GOODY BAGS, POSTERS, BIG TEDDY (WHICH MANY PARTICIPANTS RECOGNIZED FROM OUR ANNUAL TEDDY BEAR PICNIC) AND A NEW FRIEND, A BIG BLOW-UP DOG COSTUME, IN WHICH MOLLY AND RICHARD TOOK TURNS SUITING UP. DOGS IN CARS WERE VERY CURIOUS! WE HAD 62 CARS AND OVER 150 PARTICIPANTS.



TOURISM & VISITOR SERVICES

LODGING METRICS:

(From MAY 2021 – Note: we always report a month behind)

- **Occupancy: 68.8%, Average Daily Rate (ADR): 79.6% & Revenue per available room (RevPAR): 203%**

May	2019	2020	2021	Diff
OCC	78.6%	45.4%	76.6%	+68.8%
ADR	\$119.15	\$69.43	\$124.68	+79.6%
RevPAR	\$93.62	\$31.51	\$95.49	+203%

At the beginning of the pandemic, the Discover Flagstaff Team placed safety and responsible tourism at the forefront of our consumer messaging and in-market touchpoints; all while keeping the brand very much alive in the virtual space. Meanwhile, we have had a separate track of production ready to go at any time that restrictions were to be lifted.

This track included direct sales, marketing, Meetings, Media Relations, international Travel Trade, co-ops, business travel and more. This tandem approach – one actionable day-to-day and one waiting in the wings – has allowed us to be nimble. As the situation changed rapidly and restrictions were added or lifted, we are ready and have multiple options ready to implement.

It is always important to note that the stakeholders and industry partners are to be celebrated as they fought to keep their businesses above water and to serve the visiting public in the safest way possible.

VISITOR SERVICES:

WALK-IN FY21 Figures: in FY21 there were 86,247 walk-ins to the Visitor Center for a decrease of 24% over FY20, retail sales were \$248,473 for an increase of 11% over FY20.

RETAIL: June was a record month for retail sales with \$39,126 in sales this is the highest grossing month in the history of our gift shop!

FIRE AWARENESS: Staff educated visitors on fire restrictions and forest closures and partnered with the fire management team to place Rafael Fire signage in the Visitor Center. Staff also gave out fire posters and stickers that were developed by Discover Flagstaff.

MODEL TRAIN: Model Train ran 240 times in the month of June.

June	2019	2020	2021	Changeover 2020	Changeover 2019
Walk-ins	14,681	6,086	13,047	114%	-11%
Retail Sales	\$39,126	\$15,708	\$31,101	149%	26%

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: Staff sent out 1 lead for a total of 100 room nights and estimated economic impact of \$24,900. One lead booked for a total of 300 room nights and a total estimated economic impact of \$74,700. Another lead selected Flagstaff as a finalist for destination choice and will be visiting for a site tour in the month of July 2021.

DESTINATION WEST CONFERENCE/TRADE SHOW: Staff attended Destination West in Denver to promote Flagstaff properties and flights. Staff had meetings with 17 meeting planners.

MEETINGS: Staff attended Creative Flagstaff Committee Meetings and Board Meeting, FLP Board Meetings and had a conference call with potential group of 150-200 for May 2022.



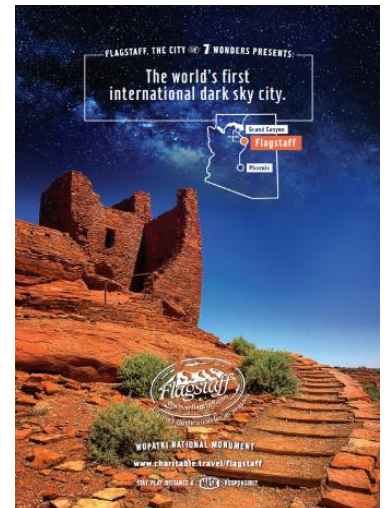
TRAVEL TRADE:

MEETINGS/EVENTS:

- Grand Circle Quarterly Meeting/Prescott
- Mexico Trade Fam (Mexico City/Guadajara Travel Companies)
- Zoom Meeting with Tigtets – Online Travel Booking for Attractions
- Webinars: Brand USA, US Travel Association, IPW/Freeman Decorating
- CONNECT Trade Shows | Follow-up to 40 travel industry appointments in Las Vegas
- IPW Appointment scheduling
- Zoom Meeting w/Destination America for October 2021 Meeting

MARKETING & MEDIA:

- Charitable Travel, UK | Website Content & Ad Submitted
- Visit USA Parks Campaign | Social Media posts live
- AOT/USA Reisen, Germany | Campaign Content Finalized



MARKETING & MEDIA RELATIONS:

June produced 55 print articles and 444 digital articles

June highlights were all about the great outdoors, food, fun and fire awareness receiving media coverage across digital, print and broadcast platforms. Assisting the Arizona Republic with ideas and content on free Flagstaff in May was picked up in another story in June with usatoday.com reaching a wider audience to discover Flagstaff.

Broadcast featured Flagstaff on Arizona Highways TV and Phoenix news networks regarding summer temps and things to do in the northland. Programming on 12 News aired a joint interview with Discover Flagstaff and City Fire Department enforcing the message of responsible tourism, fire awareness and fire restrictions.

Additionally, Flagstaff received recognition as America's 5 best summer running vacation destinations on yahoo.com. Flagstaff also ranked as one of the best rock-climbing destinations on ravereviews.com.

Print included articles in the Arizona Republic and the Arizona Daily Sun as well as local magazine, Highlands Living. Discover Flagstaff procured five stories and assisted with eight stories for the month of June.

Print (circ: 928K/value: \$13k) Broadcast (reach: 3m/value: \$28K) Digital (reach: 1.3b/value: \$12.1m)

International Coverage (circ. 661m/value: \$6.1M)

FY21 Flagstaff Tourism Media Coverage Total: Circulation: 10.5b/ AVE: \$98m – Exceeding goal by 223%

See below for digital article highlights, please enjoy reading them:

Fun 2021 Summer Food Festivals in Every State (Flagstaff Slide 4): <https://www.msn.com/en-us/travel/tripideas/fun-2021-summer-food-festivals-in-every-state/ss-AAKAG5n>

Flagstaff Has Some Great Ideas: <https://www.westernoutdoortimes.com/story/2021/06/01/rving/flagstaff-has-some-great-ideas/4480.html>

The 60 Most Scenic Drives in America (slide 5): <https://www.yahoo.com/lifestyle/60-most-scenic-drives-america-114200561.html>

Take Your June Road Trip With Pride This Summer And Head to These LGBTQA-Friendly Cities: <https://www.thetravel.com/which-cities-are-lgbt-friendly/>

The best things to do this summer in Phoenix: Donut boats, ghost town road trips, hikes and more: <https://www.usatoday.com/in-depth/travel/destinations/2021/06/14/what-to-do-in-phoenix-this-summer/7650963002/>

RAVE Reviews Identifies America's Best Rock-Climbing Destinations (Flagstaff #5): <https://markets.businessinsider.com/news/stocks/rave-reviews-identifies-america-s-best-rock-climbing-destinations-1030523854>

Road trip attractions you don't want to miss (slide 6 & 8): <https://www.msn.com/en-us/travel/tripideas/road-trip-attractions-you-dont-want-to-miss/ss-AAL6kMW#image=8>

America's 5 Best Destinations for a Summer Running Vacation: <https://www.insidehook.com/article/travel/best-american-destinations-running-vacation>. <https://www.yahoo.com/lifestyle/america-5-best-destinations-summer-122051271.html>

Flagstaff's best festivals: Music, carnivals, chili cook-off and more things to do in 2021 <https://www.azcentral.com/story/travel/arizona/road-trips/2021/06/21/flagstaff-events-festivals-2021/7620547002/>

Summer Fun & Fire Awareness with Discover Flagstaff: <https://www.12news.com/video/entertainment/television/programs/arizona-midday/summer-fun-fire-awareness-with-discover-flagstaff/75-dofbba88-a4fo-474b-9a7f-db247752be8b>

Fourth of July 2021 across Arizona: The best fireworks, events and things to do: <https://www.azcentral.com/story/travel/arizona/road-trips/2021/06/23/fourth-july-arizona-fireworks-events-things-to-do/7663058002/>

The best spots for stargazing in America (Slide 2): <https://www.msn.com/en-us/travel/tripideas/the-best-spots-for-stargazing-in-america/ss-BB1d2nEs#image=2>

25 Best Day Trips in Arizona (Coco National Forest #2/Flagstaff #3): <https://vacationidea.com/ideas/best-arizona-day-trips.html>

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Domestic sessions increased 50%: Metro-Phoenix drive market is up 46%, and it's our neighbors in CA that are showing the strongest interest, they are up 96% (led by LA, San Diego), TX was also up at 30% (led by Dallas), and NV was up 155% (Vegas).
- International visits: MX is up 91% while other key international markets follow the travel trend with no growth.
- Organic search doubled and is up 100%.

Things-to-do content was most visited, followed by festivals and fire awareness which had 5,300 views.

EMAIL CAMPAIGN:

Month-over-month comparisons

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as HubSpot, Mail Chimp, and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

- The new overall average open rate is 29%, a 1% decrease from 30%, with a new average CTR of 9%, a 1% decrease from 10%, for all emails. These are both still surpassing the benchmarks stated above. There is going to be a resend to non-openers which will be boosting these open and click-through rate metrics.
- The Flagstaff Local e-newsletter is performing strongly with very few unsubscribes. People are scrolling to the bottom of the newsletter with the click-through rate to prove it.

SOCIAL MEDIA:

Analytics compare 2021 to 2020 and pre-COVID 2019:

- Facebook drops when compared to 2020 and has grown back to 2% comparing to 2019.
- Twitter is at 2% compared to 2020 and has grown back at 9% compared to 2019.
- YouTube is at 2% compared to 2020 and has grown back at 34% compared to 2019.
- Instagram is at 13% compared to 2020 and has grown back at 76% compared to 2019.
- Flagstaff Happenings subscriber rate is rebounding to above 5000 subscribers.



CREATIVE SERVICES:

ADVERTISING:

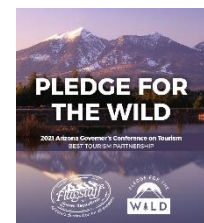
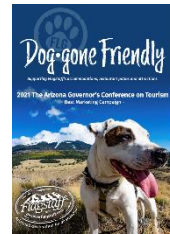
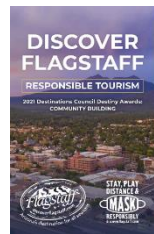
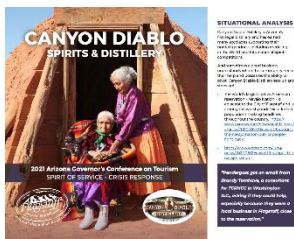
- **CHARITABLE TRAVEL AD:** Designed the Charitable Travel half-page ad
- **WIPE THE SMILE LOCAL ADS:** Designed print and digital ads with the new Wipe the Smile creative
- **FLAGSTAFF LOCAL AD:** Created the full-page Locally Owned print and digital ads for the AZ Daily Sun
- **FIRE AWARENESS & AIRPORT BANNERS:** Designed and printed fire awareness/"thank you firefighters" and airport flight routes outdoor banners
- **NOSTALGIC ROAD TRIP HOROSCOPE:** Created the "Nostalgic Road Trip" horoscope PDF



- **HIGHLANDS LIVING ADVETORIAL:** Designed the August layout for Highlands Living Magazine
- Produced multiple digital ad campaigns for **Channel 12 News online** (fire awareness-stages 2,3 and 4 tickers) **Ad Taxi**, **TripAdvisor**, **Woobox**, **Phoenix New Times online** and **San Diego Beer News**. Produced print ads for **D Magazine** (Dallas), **Food & Travel Magazine**, **Phoenix New Times**, **Phoenix Official Travel Guide** and **ROVA Magazine**.
- **PUBLIC ART MAP:** Worked with Beautification, Arts & Sciences, edited current map and reprinted.
- **FLAGSTAFF TRAIL INITIATIVE:** Met with FTI once again to discuss interpretive posters to display on Flagstaff Trails promoting trail etiquette, Pledge for the Wild, fire awareness and more.
- **DRIP CAMPAIGN:** Created the layout for the June drip campaign
- **FLAG LOCAL:** Created the layout for the June Flag Local newsletter
- **STAY & PLAY SWEEPSTAKES:** Created ad to promote Stay & Play Sweepstakes

AWARDS:

- **NOMINATIONS:** Created the layout for three Governor Conference On Tourism nominations
- **ESTO AWARDS:** Refreshed the Discover Flagstaff website and Lunar Legacy ESTO nomination submissions and created a submission for Responsible Tourism.



WEBSITE

- **HIGH-ALTITUDE TRAINING:** Fine-tuned the High-Altitude Training landing page and added blog for High Altitude Training
- **FIRE SAFETY:** Updated the hero video with fire restrictions and Stay & Play Responsibly messaging



VIDEO:

- Continued work on the Police Department recruitment video planning

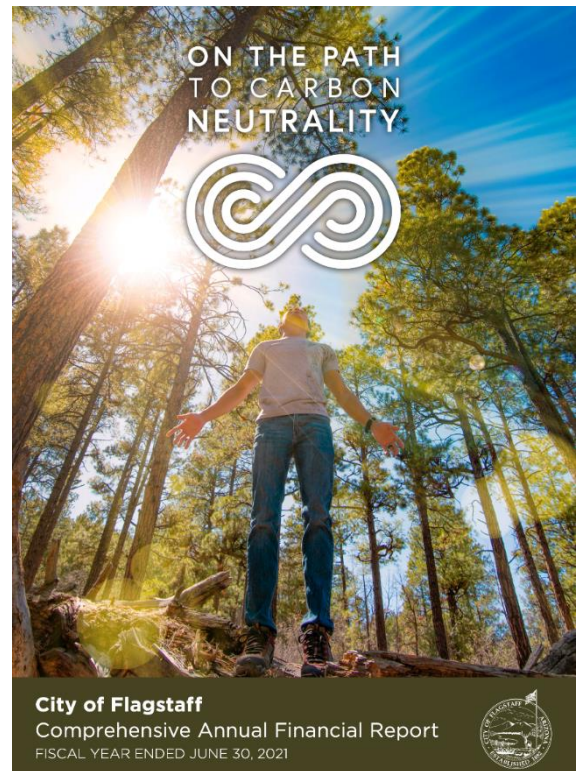
DRIP CAMPAIGN:

- Completed the layout for three drip email campaigns

CITY JOB:

- **AIRPORT:** Finished Air Café wall wrap design
- **FINANCE:** Created a budget cover design for Finance
- **AIRPORT:** Finished the Summer 2021 report brochure and sent to printer





12 News Ticker Banners
June 2021 - STAGE 2
1920 x 72



THANK YOU for your continued support
of the Economic Vitality Division
for the City of Flagstaff!
We work to
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